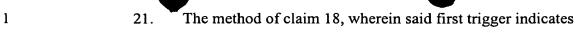
## WHAT IS CLAIMED IS:

1	1. A method of enhancing the ability of a user to interact with a
2	plurality of content providers coupled to a network, the plurality of content providers
3	offering a plurality of enhanced content programming via the network, wherein said user
4	interacts with the plurality of content providers via a receiver coupled to the network, the
5	method comprising the steps of:
6	receiving a set of trigger filters from the receiver;
7	storing said set of trigger filters in a data base;
8	detecting triggers embedded in each of the plurality of enhanced content
9	programming;
10	comparing said detected triggers with said set of trigger filters;
11	identifying a set of the plurality of enhanced content programming in
12	which said detected triggers embedded in said set of enhanced content programming
13	conform to said set of trigger filters; and
14	preferentially coupling each of said set of enhanced content programming
15	to the receiver.
1	2. The method of claim 1, wherein said set of trigger filters is based
2	on information type.
-	on mormation type.
1	3. The method of claim 1, further comprising the step of transmitting
2	a notification indicator for each occurrence in which said detected triggers embedded in
3	said set of enhanced content programming conforms to said set of trigger filters.
1	4. The method of claim 3, wherein said notification indicator is an
2	audible signal.
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1	5. The method of claim 3, wherein said notification indicator is an on-
2	screen graphic.
1	6. The method of claim 3, further comprising the step of selecting
2	said notification indicator, said selecting step performed by the receiver.
4	said nounication mulcator, said scieding step penoffied by the receiver.

1	7. The method of claim 1, said preferential coupling step further
2	comprising the steps of overriding current receiver programming and directing each of
3	said set of enhanced content programming to the receiver immediately upon detection.
1	8. The method of claim 1, further comprising the steps of:
2	receiving a set of priorities corresponding to each of said set of trigger
3	filters; and
4	storing said set of priorities in said data base, wherein said step of
5	preferential coupling is performed in accordance with said set of priorities.
1	9. The method of claim 1, said receiving step further comprising the
2	steps of:
3	monitoring each of a plurality of user transactions between the receiver
4	and the plurality of content providers;
5	extracting transaction information from at least a portion of said plurality
6	of user transactions;
7	storing said extracted transaction information in a data base controlled by
8	third party; and
9	forming said set of trigger filters based on a combination of at least a
10	portion of said extracted transaction information.
1	10. A method of enhancing the ability of a user to interact with a
2	plurality of content providers coupled to a network, the plurality of content providers
3	offering a plurality of enhanced content programming via the network, wherein said user
4	interacts with the plurality of content providers via a receiver coupled to the network, the
5	method comprising the steps of:
6	storing a set of trigger identifiers in a data base;
7	detecting triggers embedded in the plurality of enhanced content
8	programming;
9	pairing said detected triggers with said set of trigger identifiers; and
10	notifying the receiver of available enhanced content programming using
11	said set of trigger identifiers.
1	11. The method of claim 10, wherein said set of trigger identifiers is
2	comprised of a plurality of on-screen graphics.

l	12. The method of claim 10, wherein said set of trigger identifiers is
2	comprised of a plurality of audible signals.
1	13. The method of claim 10, further comprising the step of receiving
2	said set of trigger identifiers from the receiver.
1	14. The method of claim 10, further comprising the step of receiving
2	said set of trigger identifiers from a network operator.
1	15. The method of claim 10, wherein said notifying step is performed
2	upon initial receipt of the enhanced content programming.
1	16. The method of claim 10, wherein said set of trigger identifiers
2	correspond to the plurality of content providers.
1	17. The method of claim 10, wherein said set of trigger identifiers
2	correspond to a plurality of information types.
1	18. A method of generating revenues for a network offering a plurality
2	of programming options to a user via a receiver, the method comprising the steps of:
3 ·	detecting a first trigger embedded within one of said plurality of
4	programming options;
5	replacing said one of said plurality of programming options with at least
6	one enhanced content program, wherein said at least one enhanced content program is
7	provided by at least one content provider;
8	obtaining revenues from said at least one content provider in response to
9	said replacing step; and
10	restoring said one of said plurality of programming options.
1	19. The method of claim 18, wherein said restoring step is performed
2	after conclusion of a predefined time period.
1	20. The method of claim 18, further comprising the step of detecting a
2	second trigger embedded within said one of said plurality of programming options,
3	wherein said restoring step is performed after detection of said second trigger.



- 2 commencement of a programming interruption.
- 1 22. The method of claim 20, wherein said second trigger indicates
- 2 conclusion of a programming interruption.